

POLITICAL MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2024–Spring 2025 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Political Marketing

Unit: College of Business; College of Arts and Sciences
Department: Marketing; Political Science
Academic Plan Code(s): MKT MINPOL

The minor in Political Marketing allows students to build content and competency skills for those interested in working in areas like political campaign communications, public awareness campaigns, political advertising, and electoral/advocacy campaigns.

Program Requirements

| Code | Title | Hours |
|---|---|-------|
| MKT 301 | Principles of Marketing ¹ | 3 |
| POLS 201 | Introduction to American Government and Politics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | 3 |
| or POLS 202 | Introduction to Comparative Politics - D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | |
| Option 1 ² | | |
| MKT 350 | Consumer Behavior | 3 |
| or POLS 321 | Political Psychology and Public Opinion - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | |
| or POLS 343 | Campaign Management | |
| Option 2 ² | | |
| MKT 441 | Market Intelligence and Customer Insights | 3 |
| or POLS 319 | Media and Politics | |
| or POLS 322 | American Political Parties and Elections - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | |
| Electives | | |
| Pick one Marketing course from the following: | | 3 |
| MKT 202 | Design Thinking for Creative Problem Solving - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ³ | |
| or MKT 410 | Design Thinking in Marketing | |
| MKT 342 | Social Media I | |
| MKT 395 | Digital Marketing Strategy ⁴ | |
| MKT 408 | Branding Products, People, and Places | |
| Pick one Political Science course from the following: | | 3 |
| POLS 201 | Introduction to American Government and Politics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | |

| | |
|----------|---|
| POLS 202 | Introduction to Comparative Politics - D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) |
| POLS 319 | Media and Politics |
| POLS 322 | American Political Parties and Elections - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) |
| POLS 330 | International Relations |
| POLS 511 | Internship II |
| POLS 512 | Frankfort Legislative Internship |

Minimum Total Hours 18

- ¹ MKT 301 is a prerequisite for all Marketing courses listed except MKT 202.
- ² Required Option 1 and Option 2 courses cannot double count as electives (POLS 201, POLS 202, POLS 321, POLS 343, POLS 319, POLS 322).
- ³ MKT 202/MKT 410 include an IBM Design Thinking certification for students.
- ⁴ MKT 395 includes a Google Analytics certification for students.